

## ABSTRACT

A system and method are provided for configuring and printing graphical coupons and/or receipts. The invention makes use of the ability of conventional receipt printers to print in a bit image mode. Most receipt printers (e.g., thermal printers, swecoin printers, etc.) are capable of providing a printed scanline composed of individual pixels that can be turned on or off. By printing several scanlines in succession or in alternating succession with specified pixels turned on and/or off, the printer may be employed to print high-resolution or low-resolution images (e.g. logos, pictures, coupons, etc.). Thus content providers (e.g. merchants, service providers, etc.) will have the ability to provide text, images or a combination of the two on each printed receipt or coupon.

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